<u>CLAIM AMENDMENT(S)</u>

Listing of Claims:

1.   (Currently Amended) A computer implemented method comprising:

creating an enhanced popularity score for a piece of information based on inflation factors applied to clicks of the piece of information, wherein the inflation factors weigh more recent clicks of the piece of information more heavily than older clicks of the piece of information <u>and the inflation factors contribute a positive value to the enhanced popularity score for each of the clicks</u>;

ranking the piece of information among other pieces of information based on the enhanced popularity score; and

generating a search report comprising the piece of information using the ranking.

2.   (Canceled)

3.   (Currently Amended) A computer implemented method comprising:

receiving a request from a user to search a collection of information;

determining a result of the search consisting of ranking the result based on an enhanced popularity score, wherein the enhanced popularity score for a piece of information weighs more heavily a newer click for the piece of information that an older click for the piece of information <u>and each piece of information contributes a positive value to the enhanced popularity score</u>; and

sending the result to the user.

4.   (Previously Presented) The computer implemented method of claim 3 wherein said enhanced popularity score is created using adaptive inflation scoring.

5.   (Previously Presented) The computer implemented method of claim 3 wherein said enhanced popularity score is created using blended inflation scoring.

6-8.   (Canceled)

9.   (Currently Amended) A computer implemented method comprising:

receiving a request from a user to search a collection of information;

collecting a time history of clicks for a piece of information;

creating a ~~modified~~ time history of clicks by applying a time decay rate to each
    click in said time history of clicks, wherein the time decay rate produces a
    value greater for a newer click of the piece of information that an older click
    of the piece of information and each value is a positive value;

generating the enhanced popularity score for the piece of information based on the
    modified time history of clicks;

determining the result of the search consisting of ranking the piece of information
    based on the enhanced popularity score; and

sending the result to the user.

10.   (Previously Presented) The computer implemented method of claim 9, wherein
said time decay rate is modified based on the time history of clicks of the piece of
information.

11.   (Previously Presented) The computer implemented method of claim 9, wherein
said enhanced popularity score is adjusted based on assessing actual click rate of said
piece of information against expected click rate.

12.   (Previously Presented) The computer implemented method of claim 10, wherein
said historical click is stored as a static value, wherein said static value may be adjusted
periodically.

13.   (Previously Presented) The computer implemented method of claim 10, wherein
said time history of click is reassessed dynamically.

14.   (Previously Presented) The computer implemented method of claim 9, wherein said time decay rate is modified dynamically based on the rate of click of said information.

15.   (Currently Amended) A method comprising:
        receiving a request from a user to search a collection of information;
        assigning at least a high click time decay rate and a low click time decay rate to a
                piece of information;
        tracking a click history of said piece of information;
        generating at least two hypothetical enhanced popularity scores based on said ~~use~~
                click history and said high and low click time decay rates, wherein the time
                decay rates produce a value greater for a newer click of said piece of
                information that an older click of said piece of information and each value is a
                positive value;
        generating an enhanced popularity score for said piece of information by applying
                a weighting factor to said hypothetical scores;
        determining the result of the search consisting of ranking the piece of information
                based on the enhanced popularity score; and
        sending the result to the user.

16.   (Previously Presented) The method of claim 15 wherein said weighting factor is based on the actual rate of click of the piece of information.

17.   (Previously Presented) The method of claim 16 wherein said enhanced popularity score is adjusted based on assessing actual click rate of said piece of information against and expected click rate.

18.   (Previously Presented) The method of claim 16 wherein said piece of information is a website and said rate of click is the traffic to said website.

19.   (Original) The method of claim 18 wherein said traffic to said website is an estimated value.

20.   (Currently Amended) A method, consisting of:
       receiving a request from a user to search a collection of information;
       placing a time and date code in a call to a tracking website; and
       reviewing the time and date code at the tracking website to determine whether to account for the website call in an enhanced popularity score, wherein the enhanced popularity score weighs more heavily a newer click of a piece of information that an older click of the piece of information and each piece of information contributes a positive value to the enhanced popularity score;
       determining the result of the search based on the enhanced popularity score; and
       sending the result to the user.

21.   (Original) The method of claim 20 wherein said step of determining whether to account for the website call comprises determining the time elapsed from the time said time and date code was generated.

22-27 (Canceled).